

TWO NEW SHOWROOMS FOR HUMANSCALE Inspired by human-centred design

(December 2018 UK) - Humanscale has opened the doors to its latest showroom in the vibrant City of Manchester, further reinforcing its presence in the North of England. Located in the Old Town, formerly home to the infamous Factory Records label, this unique space is the perfect backdrop to showcase the inspired human-centred products for which Humanscale is renowned.

This will be Humanscale's second showroom in the UK this year, after moving to a new, stunning, flagship space in the heart of London's design quarter. When Humanscale originally put down roots in Clerkenwell in 2001 it was the first outpost beyond North America. Ever since, the UK capital has had a key role in the business, acting as the catalyst to grow the brand internationally.

As designers and manufacturers, Humanscale has created high-performance tools that support a healthy, more active way of working since its inception in 1983, inspiring movement and physically supporting users in their every posture.

Humanscale has become the market leader with this approach, immune to the fads and trends that plague the contract furniture industry. Instead it has pre-empted and solved many of the issues to have impacted on workplace life over recent decades: health and wellbeing, activity-based working, and mobility.

Originally led by the revered Niels Diffrient and his ground-breaking Freedom Chair, along with collaborations with Todd Bracher in more recent years, the Humanscale Studio has also evolved to produce even more innovative and market disrupting solutions to the way people perceived office furniture. The portfolio of products comprises, chairs, monitors arms, task lighting, sit-stand solutions as well as keyboard trays and computer mice.

Humanscale's success now allows them to invest further in its showrooms to communicate these vital messages to a wider audience, with further showroom openings globally this year in New York, Paris and Dubai. The combination of ergonomics, high design aesthetics, health and well-being, and ethical materials, has seen Humanscale have a major impact on office life from

Indianapolis to India, and on businesses from Apple to the BBC. Humanscale's philosophy can be summed up like this: good design achieves more with less.

Pakize Nasuh, Managing Director of Humanscale UK & Ireland, says:

"Humanscale has always understood how to communicate a complete desk solution as a high-performance work tool rather than a mere commodity. Comfort and ease of use is paramount in everything we do and I am delighted that we will be able to communicate this important message effectively to even more people."

ENDS

About Humanscale

Humanscale is the leading designer and manufacturer of high-performance ergonomic tools that improve the health and comfort of work life. Through leveraging new technology in functional yet minimal designs, Humanscale transforms traditional offices into active, intelligent workspaces. Committed to making a net positive impact on the earth as well as our customers, Humanscale offers award-winning products designed with a focus on function, simplicity and longevity. For more information, visit www.humanscale.com.